

Gartner: W. European Q1 2012 PC Shipments Down

Written by Marco Attard
16 May 2012

The W. European PC market continues to decline according to Gartner-- Q1 2012 shipments drop by -3.1% Y-o-Y and total 15.5m units, with declines hitting all market segments.

Italy, Greece, Portugal and Spain are the worst hit territories. Shipments show growth in Germany (7.1%), with lower inventory levels driving growth. The French PC market shows improvement (despite a decline of -3.9%) in the professional segment, and the UK shows moderate 2.4% Y-o-Y growth.

Western Europe: PC Unit Shipment Estimates by Vendor for 1Q12

Vendor	1Q12 Shipments (K)	1Q12 Market Share (%)	1Q11 Shipments (K)	1Q11 Market Share (%)	1Q11-1Q12 Growth (%)
HP	3,549	22.9	3,438	20.9	3.2
Acer	2,272	14.6	2,842	17.8	-20.1
Asus	1,469	9.5	1,258	7.9	16.8
Dell	1,423	9.2	1,413	8.8	0.7
Lenovo	1,334	8.6	991	6.2	34.6
Others	5,436	35.2	6,128	38.3	-11.3
Total	15,483	100.0	15,981	100.0	-3.1

Note: Data includes desk-based PCs and mobile PCs. Media tablets are excluded.
Lenovo data includes historic Medion shipments.
Source: Gartner (May 2012)

"Consumers continue to focus their spending on alternative computing devices like smartphones and media tablets," the analyst says. The consumer segment is down by -3.8% Y-o-Y, while mobile PCs decline by -5.1% Y-o-Y.

Desk-based PCs remain virtually flat, with shipment growth reaching 0.3%.

Gartner: W. European Q1 2012 PC Shipments Down

Written by Marco Attard
16 May 2012

Professional PC shipments see a slight improvement (-2.5% Y-o-Y decline) due to increasing Windows 7 deployments.

When it comes to vendors HP takes top spot with 22.9% Q1 2012 market share and shipments reaching 3.5m units. Acer remains 2nd, even if shipments decline by -20.1% to reach 2.3m units.

Gartner says Asus manages to sell a "wide variety" of mobile PCs, with 9.5% market share and shipments reaching 1.5m units.

Dell growth is nearly flat (0.7%), while Lenovo is the fastest-growing (34.6%) thanks to aggressive pricing strategies and an expanding consumer and business presence.

"This quarter had a 'wait and see' feel to it," Gartner remarks. We have to agree-- many retailers prefer to wait for Ivy Bridge-based Ultrabooks and Windows 8-based PCs. However doubts on whether customers will pay the higher price points for such premium products remain.

Go [Gartner W. European PC Market Tracker](#)